

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

June 15<sup>th</sup>



# DOMINION LINOLEUM



## Attractive Floors that Cost Less and Wear Longer

Women like yards to appreciate the many patterns and colors. Down on Linoleum, the modern floor for livable homes. It is such an aid to housework—no mowing, scrubbing or waxing—just a few strokes with a damp mop and its cheerful surface becomes so clean and bright.

Floors are too smooth and seamless. It cannot absorb dirt or grease, making a safe, sanitary playground for the children, a protection to the health of the family as well.

*Your Local Dealer will help you choose from the many patterns available.*

**Adopt Dominion Linoleum For All Your Floors**

Dominion Linoleum Rugs and Dominion Linoleum by the yard are suitable for all floors. Richness in pattern and coloring and comfortable to walk upon, they retain their bright attractiveness through years of hard wear.

For comfort in summer, warmth in winter and artistic charm at all times, cover your floors with Dominion Linoleum or Dominion Linoleum Rugs. Their moderate prices will please you.

# Exide

MADE IN CANADA  
BATTERIES



## A little brother to the baggage car

YOU have grown accustomed these last few years to seeing large trucks dart around city railroad stations piled high with goods. It was only yesterday that this work was done slowly and laboriously by steaming man-power.

Nowadays large railroad stations and progressive factories of all kinds move heavy loads about their plants, quickly, smoothly and harmoniously with small industrial trucks and tractors propelled by tiny Exide Batteries.

Exides propel mass locomotives, and submersible submarines. They are widely used in radio, for signaling systems, for power and light on farms, for sending your voice over the telephone and carrying your messages over the telegraph wires. They ring the city fire alarm and provide the light you read by in the train.

Of all the Exide Batteries used in transportation, perhaps the one that interests you most is the battery that starts and lights your automobile. The first machine self-starting car used an Exide and since cars leave the manufacturers' yards today equipped with Exides there with any other battery.

Reliability and power are built into the Exide Battery. It keeps its youth and lasts so long in continuous service that it is the most economical battery for you to own. If the new car you are buying has an Exide Battery you know the best has been supplied you.

EXIDE BATTERIES OF CANADA, LIMITED, TORONTO

## RADIO

Try an Exide Exide Battery in your car. It will be surprised at the difference it makes in the character of reception.



Dormitories

ALCO ELECTRIC SERVICE—Montreal, P. Q.  
E. J. B. LAMONT & CO.—Toronto, Ont.  
MONTGOMERY BATTERY CO.—St. Catharines, Ont.  
NORTH CO. & ENGINEERING—LONDON, Ont.  
ALBERT ALCO COMPANY—LONDON, Ont.

F. J. TOLSON, TORONTO, Ont.  
W. J. TOLSON, TORONTO, Ont.  
CANADA WEST ELECTRIC—TORONTO, Ont.  
UNION ELECTRIC CO.—TORONTO, Ont.  
CLARKSON BATTERY CO.—LONDON, Ont.

**THE LONG-LIFE BATTERY FOR YOUR CAR**

# In the Editor's Confidence

FOR most of us, there is a certain amount of...  
...in the Editor's Confidence...



...in the Editor's Confidence...

SADISTINE was born in Jan...  
...in the Editor's Confidence...

SADISTINE is a...  
...in the Editor's Confidence...

...in the Editor's Confidence...

...in the Editor's Confidence...

## MACLEAN'S

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the interview to realize that she...  
...in the Editor's Confidence...

WITH Mrs. Wright, pointing...  
...in the Editor's Confidence...

TRIM the hair I was told I...  
...in the Editor's Confidence...

...in the Editor's Confidence...

...in the Editor's Confidence...

...in the Editor's Confidence...

...in the Editor's Confidence...

...in the Editor's Confidence...

Over 200  
in 1973

## One hundred per cent Pure Silk

"Real Silk" means to silk exactly what "real" means to silver...  
...in the Editor's Confidence...

Box of Four Pairs - \$12

HOW TO OBTAIN THE HOSIERY...  
...in the Editor's Confidence...

REAL SILK HOSIERY MILLER OF CANADA  
101 Curry Building, Winnipeg, Manitoba

Producers of Canadian Hosiery

REAL SILK  
GUARANTEED  
HOSIERY



Trade Mark

MADE IN CANADA

MADE IN CANADA

MADE IN CANADA

MADE IN CANADA

MADE IN CANADA

MADE IN CANADA

MADE IN CANADA

MADE IN CANADA







## A Summer You Will Never Forget Eleven New Bungalow Camps in Canada's Forests and Mountains

### Eight Camps in the Rockies

THREE new bungalow camps in the Canadian Pacific domain at Banff, Lake Louise, Jasper, Lake O'Hara, Yoho Valley, Emerald Lake, Vancouver River and Shuswap Hot Springs are built on the new Great Canadian railway route between Calgary and Lake Whistler, where you will find a good golf course in full view of majestic mountains.

All are situated in the midst of glorious scenery. Each camp is grouped around a central club house where you can find the most complete service in each district. They are within convenient driving or hiking distance of our airlines and all are easy to reach via the Canadian Pacific. Get close to Nature this year.

Rates \$5.50 per day, or \$5.00 per day for a week or longer. American plan.

All Easy to Reach and Easy on the Pocket Book.  
Ask any Canadian Pacific Agent.

### Three Camps in Ontario

THREE lovely, delightful, modern bungalow camps in Ontario, offering excellent fishing and other recreational advantages, will be opened next summer for summer or winter occupancy by the addition of a new bungalow camp at each place. Devils Glen Camp, on the edge of the Woodstock Forest, Pigeon Lake Camp, the famous Pigeon Lake Forest Camp, in the beautiful French River district.

These camps are of modern design, with very complete double and single bungalow club houses with dining rooms, the Woodstock Forest Camp at Pigeon Lake and camp at French River, have and have at Lake of the Woods. Plenty of sports and games available.

Rates \$5.50 per day, \$5.00 per week. American plan. Camps are especially attractive to families. Open July 1st.

# CANADIAN PACIFIC

IT SPANS THE WORLD



Drink  
**Coca-Cola**  
Delicious and Refreshing

Good housewives appreciate the convenience of the lighting, the ease and simplicity of the drink of the family and guests with the best. Order by the can from your dealer—but you order directly. Keep a few bottles around on your refrigerator. There is no time—and everyone will be pleased.

THE COCA-COLA COMPANY  
BIRMINGHAM - MONTREAL - TORONTO



"I'll be right out, Dad—  
everything's all cleaned up!"

On hot summer days particularly, housewives appreciate the ray-proof quality of Gold-Seal Congoleum Rugs. One short minute with a damp mop and their colorful, sunbaked surface is quickly done.

These beautiful rugs, with their smooth "seamed" surface do not stain or absorb dirt or spilled things. All they take is a look as well as the dirt they more lead. They cling to the floor as though they were part of it, never curl or "kick up" at the edges or corners.

Washed gently these ray-proof rugs may outlive the house to discolored, stained, or worn and rug. These are beautiful patterns for every room—from simple tile designs to expensive Oriental motifs. Be sure to see them.

Gold Seal  
**CONGOLEUM**  
RUGS

#### Here the Low Prices

12' x 16' \$10.00	12' x 20' \$12.00
12' x 24' \$14.00	12' x 28' \$16.00
12' x 32' \$18.00	12' x 36' \$20.00

Eight Best Complete Buy-It-Test  
The same kind is guaranteed. Buy-It-Test  
Return to Congoleum Rugs. We will give  
you your money back, or a new rug.

Price, shipping and taxes. With payment  
made at once we will ship.

CONGOLEUM COMPANY  
OF CANADA, LTD.  
1270 St. Patrick Street, Montreal, Quebec



Made in Canada—  
By Congoleum—For Canadians



**Effecto**  
AUTO  
FINISHES

Scraped fenders easily touched up with Effecto have led many a delighted automobile owner to paint his whole car. You will believe it when you try it. Nine free-flowing, quick-drying, long-lasting, lustrous colors to choose from.

Pratt & Lambert Varnish Products are used by carmen, applied by amateurs and sold by paint and hardware dealers.

Send for Effecto Color Card and Name of Local Dealer.

PRATT & LAMBERT, INC., 111, Southlight Street, Berkeley, Ontario.

**PRATT & LAMBERT**  
VARNISH PRODUCTS





































# JACK FROST



**Five Year Own Refrigerator**  
Operates at Less Than Cost of Gas

Write today for special literature and price list on this unit on your home.

**The JACK FROST ICE MACHINE**  
is made in CANADA



Write today for special literature and price list on this unit on your home.

# TRESS CAPS

It's the TRESS CAPS... the only caps in the world... the only caps in the world... the only caps in the world...



Write today for special literature and price list on this unit on your home.

half century ago I was very young and happy... I was very young and happy... I was very young and happy...

**W**hen I was a boy, I was very young and happy... I was very young and happy... I was very young and happy...

**I** was very young and happy... I was very young and happy... I was very young and happy...

**I** was very young and happy... I was very young and happy... I was very young and happy...

**W**hen I was a boy, I was very young and happy... I was very young and happy... I was very young and happy...

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**I** was very young and happy... I was very young and happy... I was very young and happy...

**I** was very young and happy... I was very young and happy... I was very young and happy...



## A Few More of Them

Part of the Quebec and Maritime Provinces Sales Staff of MACLEAN'S MAGAZINE



N. CROFT  
Field Manager for Quebec and Maritime Provinces

The representative group of young salesmen includes members of the prominent sales staff and members of McGill and Toronto University. Every member of our Eastern staff has been carefully trained and is thus national salesman as professionals, not ordinary salesmen. They are the best of the best, and they are the only ones who can sell MacLean's Magazine.

The members of MACLEAN'S Magazine salesmen are not high-pressure salesmen; they are not high-pressure salesmen; they are not high-pressure salesmen...



R. G. McLELLAN  
Salesman for Quebec and Maritime Provinces

As with our combined members of our Quebec and Maritime sales staff in force. We believe you will be glad to represent sales of MacLean's Magazine. We believe you will be glad to represent sales of MacLean's Magazine...

## MACLEAN'S

CANADA'S NATIONAL MAGAZINE































The Standard of Comfort

## A Fine Sedan For the Family

### "Master Four" Sedan 23-37 '1950

For those seeking the comfort, refinement and convenience of a closed car, this distinguished five-passenger sedan affords every satisfaction.

The back, built by Fisher, rides low to increase the smooth streamline appearance that a long wheelbase, higher hood and tall crown fenders have given to this model.

Bevair's plush cushioning and upholstering, handsome, sculptured fenders, all window shades, soft downy legs and fine carpeting are all a quality found only in this closed car.

Extreme comfort irrespective of weather conditions is assured by a way-out body supported with a better for cold days and a soft ventilator and adjustable windows for hot days.

The marked refinements in the chassis and in the famous Buick on board engine and the refinement of the equipment not only bring a new riding comfort but add rationally to those inherent McLaughlin-Buick qualities of power, performance and dependability that maintaining the supremacy of Canada's Standard Car.

**McLAUGHLIN MOTOR CAR CO., Limited**

*Exclusively of General Motors of Canada, Limited*

OSHAWA - - - - - ONTARIO

See what our price of easy payments

is. Terms: Down Payment From Dealer to Dealer—No Cash—No Commission

See Price List

Model	Price
Master Four	\$1,200.00
Master Six	\$1,400.00
Master Eight	\$1,600.00
Master Ten	\$1,800.00
Master Twelve	\$2,000.00
Master Fourteen	\$2,200.00
Master Sixteen	\$2,400.00
Master Eighteen	\$2,600.00
Master Twenty	\$2,800.00
Master Twenty-Two	\$3,000.00
Master Twenty-Four	\$3,200.00
Master Twenty-Six	\$3,400.00
Master Twenty-Eight	\$3,600.00
Master Thirty	\$3,800.00
Master Thirty-Two	\$4,000.00
Master Thirty-Four	\$4,200.00
Master Thirty-Six	\$4,400.00
Master Thirty-Eight	\$4,600.00
Master Forty	\$4,800.00
Master Forty-Two	\$5,000.00
Master Forty-Four	\$5,200.00
Master Forty-Six	\$5,400.00
Master Forty-Eight	\$5,600.00
Master Fifty	\$5,800.00
Master Fifty-Two	\$6,000.00
Master Fifty-Four	\$6,200.00
Master Fifty-Six	\$6,400.00
Master Fifty-Eight	\$6,600.00
Master Sixty	\$6,800.00
Master Sixty-Two	\$7,000.00
Master Sixty-Four	\$7,200.00
Master Sixty-Six	\$7,400.00
Master Sixty-Eight	\$7,600.00
Master Seventy	\$7,800.00
Master Seventy-Two	\$8,000.00
Master Seventy-Four	\$8,200.00
Master Seventy-Six	\$8,400.00
Master Seventy-Eight	\$8,600.00
Master Eighty	\$8,800.00
Master Eighty-Two	\$9,000.00
Master Eighty-Four	\$9,200.00
Master Eighty-Six	\$9,400.00
Master Eighty-Eight	\$9,600.00
Master Ninety	\$9,800.00
Master Ninety-Two	\$10,000.00
Master Ninety-Four	\$10,200.00
Master Ninety-Six	\$10,400.00
Master Ninety-Eight	\$10,600.00
Master One Hundred	\$10,800.00

### Maybe Adam Laughed at These



#### In this Supplement!

The new travel and law books.  
The new law books.  
The new law books.  
The new law books.

The new and modern law books.  
The new and modern law books.  
The new and modern law books.  
The new and modern law books.

We have a list of law books.  
We have a list of law books.  
We have a list of law books.  
We have a list of law books.

A Good Reason—Why we have  
A Good Reason—Why we have  
A Good Reason—Why we have  
A Good Reason—Why we have.

Remember—Why we have  
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Remember—Why we have.

VIVAUDOU'S  
**MAVIS**  
**TALC**  
for the family—  
Even baby knows  
how good it is

Paris **VIVAUDOU** New York

# The Radiant Flush of Health!

Set astir your blood! Bring to your skin its velvety smoothness, its true natural beauty. Daily use of this Fuller Flesh Brush, either in the bath or as a dry massage, soothes the nerves.

Its bristles are of such gentle texture, yet sufficiently firm to invigorate and stimulate the circulation — nature's own best carrier of good health. This Fuller Flesh Brush is curved to fit the back; it is all brush, really two brushes in one.

Fuller Brushes for personal uses occupy to-day as important a place as those for home cleaning. They can be secured only from the Fuller Man, whom you can identify when he calls by the Fuller Button in his coat lapel, and by the Fuller Trade-Mark on every brush he shows you. He calls at regular intervals, or you can phone or write our nearest Branch Office.

Hallifax, N.S.	St. John, N.B.	Ottawa, Ont.	Windsor, Ont.
Montreal, Que.	London, N.E.	Quebec, Que.	Shawinigan, Que.
Boston, Sask.	Saskatoon, Sask.	Peterboro, Ont.	Sydney, N.S.
Vancouver, B.C.	London, Ont.	Calgary, Alta.	Hamilton, Ont.
	Winnipeg, Man.	Toronto, Ont.	

Write for our "Handy Brush Book." It's free—a post card request brings it from Fuller Brush Co., Ltd., Toronto.

*The Fuller Flesh Brush*



# FULLER BRUSHES

69 USES — HEAD TO FOOT — CELLAR TO ATTIC